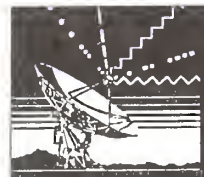


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Broadcasters Letter

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United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2719

June 23, 1995

IT'S FARMING, TO BE MORE PRECISE -- On a field trip to look at precisely how precision farming works, Agriculture Secretary Dan Glickman noted technology originally developed for the military is now helping farmers. "Technology that allows a military rescue team to find Captain Scott O'Grady in the middle of a Bosnian forest... within yards of his position and pluck him out of harm's way...can guide a tractor through a 500-acre field to the precise locations of insect infestation, or to a spot where plant nutrient levels are below average." Through the use of satellites, remote sensors and computers, farmers can target specific areas of their fields for better pest and weed management. Developed by USDA's Agricultural Research Service, precision agriculture uses tractor-mounted computers and satellite connections to measure yields and anticipate fertilizer and pesticide needs within 2 to 6 feet of the tractor. This also reduces farmers' costs when they cut down on the use of chemicals and keeps excess chemicals out of the environment. **Contact: Maria Bynum (202) 720-5192.**

EN ROUTE TO THE RUSSIAN FEDERATION -- Agriculture Secretary Dan Glickman is joining Vice President Al Gore and several cabinet members on a trip to Russia. They're taking part in the fifth session of the Gore-Chernomyrdin Commission, a bilateral commission chaired by Gore and Russian Prime Minister Viktor Chernomyrdin. Glickman said, "The committee will provide a venue for discussion between our two countries to explore issues and resolve problems of mutual interest." Glickman will also visit several agricultural projects, including an agricultural training and education center, a sawmill and a dairy. **Contact: Lynn K. Goldsbrough (202) 720-3930.**

RESEARCH INVESTMENTS PAY BACK -- USDA's investments through the Alternative Agricultural Research and Commercialization (AARC) Center are starting to be paid back by another company. The Natural Fibers Corporations (NFC) of Nebraska received start-up support from AARC to make comforters and pillows out of goose down and milkweed floss. NFC's president said their business is growing so rapidly farmers are having to grow more milkweed for the floss market. The AARC Center makes repayable investments in private firms to commercialize new industrial uses for agricultural and forestry materials. AARC Center's Director, W. Bruce Crain, said these repayments are a "promising sign and demonstrate the program is working as Congress intended." The AARC Center was created as a result of the 1990 Farm Bill. **Contact: Ron Buckhalt (202) 690-1624.**

STATES SHARE IN THE PROFITS -- Money collected from land-use fees and sales of National Forest resources are being shared among 43 states and Puerto Rico. Federal law requires states to use their share of these receipts for public schools and roads. Oregon receives the largest share of the \$271.4 million, with a payment of just under \$110 million from Forest Service receipts. North Dakota receives just \$70.67, but tops the list in payments from land use fees at \$1.8 million. **Contact: Marty Longan (202) 205-1777.**

EARLY CONGRATULATIONS ON 2002 OLYMPICS -- Agriculture Secretary Dan Glickman congratulated Salt Lake City, Utah leaders for winning the bid to host the Winter Olympics in 2002. The Secretary pledged Forest Service support to make the venture successful and environmentally sound. Part of the Wasatch-Cache National Forest, Snowbasin Ski Resort will be the site of the men's and women's Downhill and Super Giant Slalom events. Ice skating, ice hockey and luge are among the other winter events to be held throughout the Salt Lake Valley and in Ogden. The Forest Service worked with the Salt Lake City Bid Committee to help address environmental concerns in hosting the event. An environmental advisory committee, which included Forest Service representatives, encouraged use of mass transit among the venues, recycling of all materials and a variety of environmental programs during the Olympics. Glickman says he expects this will provide an increase in activities in the Wasatch-Cache National Forest as ski teams come to Utah to train for the 2002 Olympics. **Contact: Bob Swindford (801) 625-5347.**

RATE CHANGES FOR TOBACCO -- There are new rates for assessments on imported unmanufactured tobacco. Required by the Omnibus Reconciliation Act of 1993, marketing and no-net-cost assessments are made on imported tobacco. Marketing assessments apply to all tobacco, while no-net assessments apply to burley and flue-cured tobacco and are charged on each pound of tobacco imported for consumption into U.S. The Budget Deficit Marketing Assessment begins July 1 at 1.6555 cents per pound. On October 1, the rate changes to 1.661 cents per pound. The Importer No-Net-Cost Assessments will be 1.003 cents per pound for flue cured tobacco and remain in effect through June 30, 1996. For burley tobacco, the rate will be 7.386 cents per pound and will decrease on October 1, 1995 to .275 cents per pound. If a tariff rate quota is proclaimed, these rates are subject to change. **Contact: Bruce Merkle (202) 720-8206.**

FARM INCOME DECLINE PREDICTED -- In their latest Agricultural Income and Finance report, USDA financial analysts are predicting net farm income for 1995 at \$38 to \$48 billion. That number is down from the \$50 billion projected in 1994. Net cash income is expected to range from \$48 to \$58 billion in 1995, compared to \$54 billion forecast for 1994. On the up side, average farm household income is expected to increase slightly in 1994 and remain steady through 1995. USDA analysts say net cash income could decline the most on farms specializing in red meat production, due in part to large U.S. beef production and cattle prices that could drop as much as 13 percent. Spring planting delayed by wet weather could lead to a wide disparity in farm income for Midwest and Northern Plains farmers and financial stress for farmers who haven't fully recovered from the 1993 floods. But despite tight credit markets, lenders continue to aggressively pursue qualified borrowers and competition for loans will continue to intensify in 1995. **Contact: Mitchell Morehart (202) 219-0801.**

VEGETABLE REPORT DELAYED -- National Agricultural Statistics Service (NASS) had to reschedule delivery of its June 27 report, "Agricultural Chemical Usage--Vegetables." Delays were encountered during summarization and review of all information, making the postponement of the report necessary. Release of the report has been rescheduled for Tuesday, July 18 at 3 p.m. **Contact: Dixie Lee (202) 720-5863.**

FROM OUR RADIO SERVICE

AGRICULTURE USA # 1986 -- Farmers are getting more and more precise as satellites, remote sensors and combines with computers are becoming more common. In this edition of Agriculture USA, Lori Spiczka gets help explaining this new technology from Agriculture Secretary Dan Glickman. (Weekly cassette -- 5 minute documentary).

CONSUMER TIME # 1465 -- A cheap food policy. Making farming more precise helps everyone. Colored cukes carry carotene. Personal mosquito control. Integrated Pest Management at the National Arboretum. (Weekly cassette -- consumer features).

AGRITAPE FEATURES # 1978 -- Agriculture Secretary Dan Glickman visits Russia. U.S. agricultural exports are looking good. USDA field office closings on track. New farm income forecast. To be more precise, it's farming. (Weekly cassette -- news features).

UPCOMING ON USDA RADIO NEWSLINE -- Tuesday, June 27, agricultural chemical usage for vegetables; weekly weather and crops. Thursday, June 29, agricultural prices; tobacco markets and trade. Friday, June 30, tropical products report. Monday, July 3, world horticultural trade and U.S. export opportunities; poultry slaughter. Tuesday, July 4, HOLIDAY. Friday, July 7, dairy products; annual noncitrus fruits and nuts. **These are USDA reports we know about in advance. Our newslines carries many stories every day which are not listed in this lineup.**

USDA RADIO NEWSLINES (202) 488-8358 or 8359. COMREX ENCODED (202) 720-2545

Material changed at 5 p.m., ET, each working day.

FROM OUR TELEVISION SERVICE

*****Note: Newsfeeds are 15 minutes longer this week to accommodate more stories.**

ACTUALITIES -- Secretary of Agriculture Dan Glickman on the farm bill debate and his participation in the Clinton administration trip to Russia. USDA CFSA Acting Deputy Administrator Kenneth Ackerman on crop insurance changes to aid Midwest farmers who were prevented from normal planting. Ken Ackerman on fast approaching deadline for noninsured crop assistance program. USDA NRCS Chief Paul Johnson on the Wetlands Reserve Program sign-up deadline.

FEATURES -- Pat O'Leary reports on USDA's Precision Agriculture Field Day, Lynn Wyvill reports on summer food safety tips and on how to safely cook ground beef. Lynn Wyvill also reports on conservation compliance plan variances.

UPCOMING -- Lynn Wyvill reports on Secretary Glickman's message to cook hamburgers thoroughly during the summer grilling season. Pat O'Leary reports on insect detectives.

SATELLITE COORDINATES FOR TV NEWSFEEDS:

Thursday, 3:45 p.m. to 4:15 p.m. ET, Telstar 302, Channel 6 (Transponder 3H), (C-band), audio 6.2 and 6.8, downlink frequency 3820 MHz. Monday, 11:00-11:30 a.m. ET, Galaxy 4, Channel 12 (C-band), audio 6.2 and 6.8, downlink frequency 3940 MHz.

OFF MIKE

ON THE ROAD...to visit 55 radio stations in 42 cities covering three states in 14 days. That's the plan that **Taylor Brown**, **Rick Haines**, and **Lee Lemke** (Northern Ag Network, Billings, MT) have to celebrate the 20th Anniversary of Northern Broadcasting Systems in mid-July. The trio plans to take their entire staff in a caravan through Montana, Wyoming and South Dakota spending two hours at each station for local celebrations with stations' staff and their radio listeners. Taylor has owned the network for the past 10 years. It was founded by former farm broadcaster, **Conrad Burns**, now a U.S. Senator from Montana.

COLORADO HAY DAYS...and the 73rd Annual Greeley Independence Stampede are gaining attention this week, reports **Tom Riter** (KFKA Radio, Greeley, CO). The stampede boasts the largest 4th of July Rodeo in the world and has events that started June 17 and continue through July 4. Grand Marshall for their parade is **Paul Hoshiko**, a local farmer/rancher, who became a 4-H member in 1938 and has continued his 4-H participation as a member and leader for 57 years. Tom says half of their yearly rainfall came in May with 10 days of rain that created problems for fruit and vegetable harvesting. Wheat harvest is now underway. Half of the dairies in Colorado are located near Greeley.

WHEAT YIELDS DOWN...in Oklahoma as they near the completion of this year's harvest, reports **Carey Martin** (Oklahoma Agrinet, Oklahoma City, OK). This is due to a variety of weather effects such as mild winter, dry spring and wet right before harvest causing root rot and other diseases. Some areas were reporting yields 10-15 bushels per acre lower than usual. Cow-calf producers are looking into "retained ownership" this year due to low calf prices. Producers are considering partnering with feedlots rather than selling. Carey and colleague, **Ron Hays**, recently moved into new studios. New phone number: **(405) 858-1400 Ext. 297**.

LOW POWER TV...is serving an increasing number of rural communities nationwide. There are nearly 1,600 stations that participate in a Community Broadcasting Association that is planning its annual meeting here in Washington, November 11-14.



LARRY A. QUINN, Director
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